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Date: September 26, 2008

Name: Vincent J. Gnoffo, 44,714

Signature: 

Our Case No. 12729/11

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

David Shen, et al

Serial No. 10/633,168

Filing Date: August 1, 2003

For METHOD AND APPARATUS FOR  
ASSESSMENT OF  
EFFECTIVENESS OF  
ADVERTISEMENTS ON AN  
INTERNET HUB NETWORK

)  
)  
) Examiner Donald Champagne

)  
) Group Art Unit No. 3688

)  
) Confirmation No. 4598

**AMENDMENT A**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In reply to the Office Action dated June 27, 2008, Applicants respectfully request that the following amendments be entered and the remarks considered.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 8.